

## 1. IDENTIFICATION

Position No.	Job Title	Supervisor's Position	Fin. Code
08-12359	Manager, Language Marketing	Executive Director	08080-08-1-235-0800001-01-????
Department	Division/Region	Community	Location
Taigusiliuqtiit / Culture and Heritage	Taigusiliuqtiit	Iqaluit	Iqaluit

## 2. PURPOSE

**Main reason why the position exists, within what context and what the overall end result is.**

Reporting to the Executive Director, the Manager of Language Marketing will seek innovative ways to promote the mandate, activities and recommendations of the Inuit Uqausinginnik Taigusiliuqtiit.

The Taigusiliuqtiit is a new language authority, created by the Government of Nunavut to expand the use and enhance the quality of the Inuit Language in Nunavut. Taigusiliuqtiit will be made up of a board with a minimum of five members, supported by full-time staff who will act as a team to provide research, terminology work and linguistic expertise.

The Manager of Language Marketing will develop and implement marketing plans to enhance the image of the Inuit Language and to encourage the public and organizations to adopt the recommendations made by Taigusiliuqtiit. Marketing campaigns will be used in a variety of areas, including the promotion of new terminology and the use of standard writing systems.

This position requires a creative thinker and an energetic, action-oriented person who is passionate about advancing the Inuit Language.

## 3. SCOPE

**Describe in what way the position contributes to and impacts on the organization.**

Public outreach and communications will be an essential component of the Taigusiliuqtiit's efforts to improve the way people use the Inuit Language in government, business, the media and education.

The Manager of Language Marketing will employ tools and communication skills used in the marketing of goods and services in order to enhance the image of the Inuit Language and to encourage the public and organizations to adopt the recommendations made by Taigusiliuqtiit.

These activities should promote the role of the language authority, as well as respect among the public and stakeholders for the decisions it makes.

## 4. RESPONSIBILITIES

**Describe major responsibilities and target accomplishments expected of the position. For a management position, indicate the subordinate position(s) through which objectives are accomplished.**

Duties of this position include:

- Developing and implementing an overall marketing strategy for the Taiguusiliuqtiit and its activities;
- Utilize all communication resources
- Conducting research into the target audiences for specific Taiguusiliuqtiit products and services, including new terminology, language standards and writing systems;
- Designing different communication tools for specific target audiences (youth, public servants; executives; companies, etc.) that will reach these audiences and shape their use of the Inuit Language toward the desired outcome;
- Developing methods to evaluate the effectiveness of promotion/communication campaigns;
- Based on the effectiveness of various promotion/communication campaigns, advising the Executive Director on new approaches that will increase their impact;
- Overseeing the publishing, promotion and upkeep of the Taiguusiliuqtiit Dictionary;
- Overseeing the development of an awards program that recognizes achievement in advancing the Inuit Language;
- Assisting with the organizing and staging of public consultations;
- Supervising the work of the Documentation Specialist;
- Playing an active role in the production of the Taiguusiliuqtiit Annual Report.

## 5. KNOWLEDGE, SKILLS AND ABILITIES

**Describe the level of knowledge, experience and abilities that are required for satisfactory job performance.**

The incumbent must have the following qualifications:

- Post secondary education;
- Marketing experience
- An understanding of the issues facing the Inuit language and its advancement;
- Excellent communication and inter-personal skills;
- The ability to work toward consensus with individuals and organizations on controversial issues;
- Strong creativity with the capacity for innovative thinking;
- Excellent interpersonal skills and an outgoing, but professional nature;
- The ability to work well with a team;
- Strong organization skills, combined with flexibility and the ability to multi-task;
- The ability to manage one's own time, and meet deadlines with minimal supervision;
- Strong computer skills, including familiarity with Microsoft Office software (Word, Excel, PowerPoint);
- The willingness to take on a broad array of responsibilities as required.

**Language Profile**

In accordance with Section 12. 2(c) of the *Inuit Language Protection Act*, this position has the following language requirements, which are a justified part of the occupation:

- Fluency in the spoken Inuit Language;
- Strong writing skills in one of Nunavut's official languages (Inuit Language, English or French);
- The ability to keyboard in either *qaniujaaqpait* or *qaliujaaqpait*.

**6. WORKING CONDITIONS**

List the unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent. Express frequency, duration and intensity of occurrence of physical demands, environmental conditions, and demands on one's senses and mental demands.

**Physical Demands**

Indicate the nature of physical demands and the frequency and duration of occurrences leading to physical fatigue.

Strain from long hours spent working at a computer.

**Environmental Conditions**

Indicate the nature of adverse environmental conditions, to which the jobholder is exposed, and the frequency and duration of exposures. Include conditions that disrupt regular work schedules and travel requirements.

**Sensory Demands**

Indicate the nature of demands on the jobholder's senses to make judgements through touch, smell, sight and hearing, and judge speed and accuracy.

None identified other than regular duties.

**Mental Demands**

Indicate conditions that may lead to mental or emotional fatigue.
Long hours of research.

To be updated

**7. CERTIFICATION**

<p>_____ Employee Signature</p> <p>_____ Printed Name</p> <p>_____ Date I certify that I have read and understand the responsibilities assigned to this position.</p>	<p>_____ Supervisor Title</p> <p>_____ Supervisor Signature</p> <p>_____ Date I certify that this job description is an accurate description of the responsibilities assigned to the position.</p>
<p>_____ Deputy Head Signature</p> <p>_____ Date I approve the delegation of the responsibilities outlined herein within the context of the Attached organizational structure.</p>	

**8. ORGANIZATION CHART**

Please Attach Organizational Chart indicating incumbent’s position, peer positions, subordinate positions (if any) and supervisor position.

**“The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of this position”.**